The Pizza Times

Volume One, Issue One——May 1981

PTT GOES PUBLIC

Stock Sold Out

After months of anticipation in the financial community, Chuck E. Cheese carried off his first public offering of Pizza Time Theatre stock smoothly and profitably.

Although only 818,282 shares were planned for sale at between $10 and $12 a share, demand for stock was so great that the price was set at $15 a share by the underwriters on the eve of the sale, and the total was increased to 1,063,282 shares. Because of the strong interest in the stock, however, it began publicly trading on April 16 between $22 and $24 a share in the over-the-counter market. By the end of the day, the stock was quoted at 24½ bid after 467,000 shares changed hands.

Pizza Time netted about $12.5 million from the sale after expenses and fees. The capital will be used to develop new company centers and to repay bank debt.

President Joseph F. Keenan praised the underwriters who handled the offering—L. F. Rothschild, Unterberg & Towbin of New York, and Robertson, Colman, Stephens & Woodman of San Francisco.

The public offering increased the amount of Pizza Time stock outstanding to a total of 4,650,808 shares. Pizza Time Theatre will be listed over-the-counter under the appropriate symbol of "CHKY."

Thank You from Joe

In an interview shortly after the initial public offering of Pizza Time stock, President Joe Keenan expressed the following:

"To all our employees I would like to say thank you for your efforts that made this possible. Also, I would like to say that the people who have now invested in our company are expressing their confidence and hopes for our future. Let's not disappoint them. Let's all work toward making Chuck E. Cheese's not only the first but the best and largest family dining/entertainment experience in the world."

Pizza Time Announces Earnings

Pizza Time Theatre, Inc. announced first quarter 1981 revenues of $5,355,000 and net income of $125,000 ($.04 per share) as compared with revenues of $1,672,000 and net income of $77,800 ($.03 per share) for the first quarter of 1980.

Revenues from Company centers were $4,732,000 in the first quarter of 1981, a 194% increase over the comparable quarter of the prior year. Revenues from franchise operations were $603,000 a 1038% increase over the comparable 1980 quarter.

President Joseph F. Keenan and Chairman of the Board Nolan K. Bushnell.

J. F. Keenan, President of the Company stated that, "The increase in revenue from Company centers was principally due to a greater number of centers in operation and increased revenue per center. Franchise revenues increased primarily due to increased royalties from franchised centers. Net income increased approximately 60% over the first quarter of 1980. Earnings per share did not increase at the same rate as revenue due to a greater average number of shares outstanding during the first quarter of 1981, which resulted primarily from a private placement in October and November 1980." Earnings per share for the first quarter of 1981 do not include 900,000 shares of common stock issued by the company in its initial public offering on April 16, 1981.

Mr. Keenan pointed out that revenues for the first quarter, a 12-week period, increased 11% over the $4,835,000 of revenues reported for the fourth quarter of 1980, a 16-week period. Net income for the first quarter of 1981 was 78% higher than the $70,300 reported for the fourth quarter of 1980.

New Era, New Look

Chuck E. Cheese will be appearing soon in an updated trademark on our signs and printed pieces. He's still the same loveable character but he has a snappy new look. In fact, the new trademark is only part of an entire design package just completed for Pizza Time Theatre by S&O Consultants. The well-known San Francisco based firm specializes in package design, corporate identification, retail facility design, name/concept development and design research.

The task of the S&O project team headed by Jeff Ivarson, Creative Director, and Bob Onodera, Design Director, was to develop and standardize the major visual design components of Pizza Time Theatres in an effort to provide consistent specifications for future and existing stores.

In modifying the PTT trademark or logo, S&O made the Chuck E. Cheese name the dominant visual element, thus creating stronger identification of Pizza Time's host and mascot. Within a theatre marquee sign format, Chuck E. Cheese is given top billing in a bold signature script logotype. The logo signature is further enhanced by a rich brown background while colorful bands of gold and red outline the marquee. Pizza Time Theatre appears in contemporary rounded letters under Chuck E.'s signature. Presiding over the marquee is Chuck E. himself, arms extended in a big welcome. Overall, the new trademark signature provides a contemporary, dynamic treatment of Pizza Time's concept with the emphasis on Chuck E. Cheese.

Besides the redesigned trademark, S&O also created interior and exterior signage packages, exterior architectural theme elements, and an interior decor package.

Interior Signs Color Coded

The interior signage package includes color coded signs with the theatre marquee format to identify separate theme activity areas: chocolate brown for the theatre/dining room, green for the fantasy forest game room, blue for the lounge, and burgundy for the cabaret. Each sign also includes a cartoon illustration of one of the Pizza Time Players.

For more effective merchandising of Pizza Time's food selections, pre-order menu displays featuring backlit photographs will be positioned along the wall ahead of the order counter. This is planned to facilitate quick service and smoother flow of customer traffic.

Exterior Trademark Signs

Primary exterior signage components were developed for attached building signs, detached signs, and typical secondary signs such as directional/informational signs in parking lots. Two basic trademark formats—horizontal and square were developed to cover the majority of exterior signage applications.

Architectural Exterior Elements

Based around a theatre marquee motif, S&O developed an exterior specifications package that provides more visual impact, and a stronger relationship to the restaurant's interior, with cost effective, reduced-maintenance materials. The architectural elements provide exteriors adaptable to typical strip shopping center entry and typical freestanding building entry with suggested materials and colors. The front entrance extends the threatre theme with miniature marquee lights overhead.

Interior Decor Package

The new interior decor includes color-coordinated carpets and wall finishes for the dining/entertainment areas giving each area a more distinctive look. The game room is further identified and distinguished from the other areas with a new green interior. The cabaret where Dolli Dimples entertains has been given period lighting fixtures and furniture, and a burgundy coordinated color scheme to create a special image. The lounge has a blue color scheme, brighter lighting and will use sports photography and school pennants as key decorative elements. This room may be used for local community activities.

New Signs to Appear Soon

The new Pizza Time Theatre in Modesto, scheduled to open the third week of May, will be the first store to have the new signage package, both inside and out. The first store to have the complete design package including the interior decor package will be the Pleasanton unit, currently scheduled to open in late July. Company letterhead, forms and other printed pieces carrying the new trademark will go into effect in June.

1981 Commodities Report

The following information was compiled by Linda Sako, Food Standards Manager.

Beef and pork prices are expected to rise between 6% and 9%, as herds were decreased as a result of last summer's drought, and the cost of feed and grain has increased.

As a result of the President's recent signing of the Dairy Price Control Bill, we can expect only a slight increase of a few cents per pound in the price of cheese this spring, as opposed to an 8–10¢ increase originally expected. The amount of increase scheduled for October is not yet known.

Price of tomato products and other canned items will continue to rise due to several factors:

- price of oil
- cost of borrowing
- cost of labor (expected to rise 10% in 1981)
- railroad freight rates (up 12% in 1980)

Our most current booking with General Mills showed a 2% price increase in flour over 1980 prices as last year's crop exceeded demand 8–12%. Flour experts predict the market to soften somewhat in 1981. All predictions, however, will be dependent on weather in the U.S. and in countries with which we currently trade.

The U.S. Dept. of Agriculture projects food prices to increase more than 15% in 1981.

Private Labels

Distributors should have in stock printed paper cups, in both 12 and 20-ounce sizes, as well as printed sugar and sugar substitute packets. Printed birthday supplies should be in stock by mid-May, as should printed bags used in the General Store.

Product Research & Development

Preblended pizza sauce–This new product, packed by Heinz, is scheduled for test in the Sacramento District during April and May. This should result in a significant labor savings.

Precooked Sausage–A special formulation made by Doskocil has been tested in two company stores. Minor details such as chunk size and fat content are undergoing modification. If we can come up with a satisfactory product, a precooked beef and linguica will be developed to complete this program.

Sandwich Program–The new program went into effect at the Kooser Road, San Jose unit on March 16. Sandwich counts have increased by 50%, and customer reactions are very favorable. The program will be expanded into the Hayward, California and Arlington, Texas stores by June. Assuming overall results are positive, we can expect chain-wide implementation by late summer. We'll keep you posted!

Salad Dressings–Several leading manufacturers' products have been tested with a complete private label program in mind. A retest of the favorites, as judged by a formal panel this past winter, will determine final results. The dressing program should be implemented this summer.

Diced Cheese–This is already being used successfully by many stores, both franchise and company-owned. Although labor costs have been significantly reduced, a high-moisture mozzarella is being evaluated which will help offset increased product cost. We are currently looking into obtaining a shredded cheese to replace the diced.

More Labor Savers

Some devices that have been installed to help cut labor costs include portion heads for all drink towers in our company stores, and portioned and metered beer heads which are currently on a 30-day test at the Hayward store.

Distribution

PTT's rapid growth has expanded our distribution needs and we now have seven authorized full-line distributors:

Leprino Foods–California, Texas, Colorado, Arizona, Utah
Brandt, Inc.–Ohio
Biggers Brothers–North Carolina
Blue Line Distributors–Michigan
Bass & Swaggerty–Florida
Powell Purveyors–Florida
Schloss & Kahan, Inc.–Alabama

To assist our distributors in maintaining food standards throughout all locations, nationally available products are being specified wherever possible. Two new additions to our national food specs include Eckrich sliced roast beef #658 and Hormel wafer sliced ham #100939. Your distributor should have both products available.

Pizza Times

This issue launches the rebirth of the Pizza Times in a new tabloid-sized format to be published initially on a quarterly basis by Pizza Time Theatre, Inc.

The purpose of the newspaper is to inform, to motivate, to serve as a public relations tool, and, perhaps most importantly, to provide two-way communication about events affecting PTT. Your suggestions and input are not only encouraged, they are vital to making this a valuable forum for sharing information and ideas.

We need your suggestions for articles as well as your talents as reporters and photographers. If you have story ideas or news for the paper, or would like a story assignment, please contact Suzie Crocker, Communications Manager, 1213 Innsbruck Drive, Sunnyvale, California, (408) 745-6051.

The Pizza Times

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Trial Date Set

President Joseph F. Keenan announced that a September 28 jury trial date has been set by U.S. District Court Judge Robert H. Schnacke for Pizza Time Theatre's lawsuit against Brock Hotel Corporation (formerly known as Topeka Inns Management, Inc.) of Topeka, Kansas. The trial will be conducted in San Francisco.

Dial It Right

The following reminder is for employees at corporate headquarters . . . when placing calls within California that are other than local or message unit, dial 81 for access to the California WATS Lines. For calls outside California and within the Continental United States, dial 83. We now have 2 California WATS Lines and 2 national WATS Lines.

Discounts for Fun

The Personnel Department has Great Americlub Discount Cards that entitles Pizza Time Theatre employees to $2.00 off the admission price to Great America.

Magic Kingdom Club Membership Cards are also available. Club members not only pay less for ticket books but receive "unlimited use" tickets.

Fast Pace for Training Department

More than 50 management trainees per month are going through the company's intensive three-week training course given at the Kooser Road, San Jose training headquarters.

An additional two weeks of training (Phase II) at assigned store locations is required by corporate management trainees, and may be taken by franchise trainees as well.

The training department is headed by Bob Coltrane, Training Director. Management Trainers include Keith Dupen, Ken Wagener, Greg Hay, Dean Samuelson, and Joe Zientara. Andy Novitski and Randy Morse are recent additions to the training staff. Andy was formerly an Assistant Manager at the Kooser store, and Randy was formerly an Assistant Manager at Florin Center, Sacramento. Also on the staff is Harryette Clarke, Assistant Training Coordinator at Kooser.

Who's New at Corporate

Pizza Time's growing business means more employees at the Sunnyvale headquarters. The following people have joined the staff since the first of the year:

Jay Atkinson—Stock Room Kitter
Ed Chan—Accounting Clerk
Lloyd Curtis—Guard
Diane Dudeck—Graphics Manager
Vince Flores—Shipping Clerk
Leona Fung—Marketing Secretary
Vicki Geer—Receptionist
Mary Gil—Accounts Payable Supervisor
Lynette Grant—Jr. Payroll Clerk
Denise Gray—Craftsperson
Larry La Cerra—Assembler
Jacqueline Lafitte—Craftsperson
Debbie Maher—Clerk Typist
Mary Jo Martin—Real Estate Secretary
Jerry Miller—Production Planner
Joanne Moore—Buyer/Expediter
Clay Sneed—Buyer
Randy Nelson—Animator
Kathy Perez—Stores Operation Secretary
Robin Pogue—Stores Clerk
Karen Quesada—Craftsperson
Aldridge Ricks—Assembler
Robin Sands—Controller
John Scott—Executive Vice President Franchise
Thomas Sharrier—Assembler
Connie Steward—Stores Management Recruiter
Lloyd Turnball—In-Process Inspector

Franchise News

Pizza Time Goes International

Pizza, Pasqually and Pong have gone half-way around the world. As of March, families "down under" are enjoying our special food and fun concept at Surfers Paradise, the resort capitol south of Brisbane on Australia's famed Gold Coast.

Franchised by Grundy Leisure Pty, Ltd., Pizza Time is registered in Australia under the name of Pizza Play House. Instead of Chuck E. Cheese, Pizza Play House's furry mascot and Emcee will be Charlie Cheese, Chuck E.'s Australian cousin.

The new Pizza Play House is located in Paradise Centre, a 5½ million dollar family entertainment complex. The complex also includes a four-lane water slide, a full size carousel, space buggies, a space simulator, and a group of 12 fast food and merchandise shops.

Grundy Leisure is a subsidiary of the Grundy Organization, an entertainment-oriented conglomerate. Chairman Reg Grundy is known as Australia's largest producer of television programs and motion pictures.

In Australia, the sign says "Charlie Cheese's Pizza Play House."

First Canadian Franchise

Chuck E. Cheese is going to Canada, too. Our first Canadian franchisees, Arthur S. Doran, and John Ingro, signed a Territorial Development Letter of Agreement as of May 1st to open 10 units—three in 1981, three in 1982 and four in 1983. The first store will be in Burlington, Ontario while the others will be located in the greater Toronto area around the Western end of Lake Ontario known as the "Golden Horseshoe." Mr. Ingro, Managing Director of the Canadian group franchising Pizza Time, also has franchises in Grandma Lee's, a chain of bakeries and breakfast/lunch restaurants operating in Canada.

A good time was had by all in Tampa, Florida. Top photo: Franchise principals get together for first Franchise Update Meeting. Left photo: Harmony Howlette wows 'em at Tampa Grand Opening Party. Right photo: Chuck E. Cheese makes friends with Miss Ana Tampana, Ambassador for the City of Tampa.

Franchisees Meet For Update

The first franchise update held in Tampa, Florida on May 5 at the Host Hotel was attended by 30 franchise principals.

The all-day meeting began with the appointment of a Franchise Advisory Council with regional representation. The newly formed council will facilitate communications between the franchisees, the community and the corporation. Presentations were given by corporate management on multi-unit operations, vendor-supplier relationships, marketing, project management and inspection, games, and new development. A round table discussion with President Joe Keenan, Executive Vice President of Franchising John Scott, and Vice President of Franchise Administration Don Marks, followed the afternoon sessions.

Meeting participants attended the Grand Opening Party held that evening at the new Tampa Pizza Time Theatre, 2363 E. Fowler Avenue. About 300 guests representing the local media, community organizations and businesses attended the party.

A breakfast hosted by Chairman Nolan Bushnell concluded this important event.

Full Schedule For Franchises

Chuck E. Cheese's new franchises are opening all over the country. In Northern California, MOW Enterprises, Inc.'s Santa Rosa store opened in April, and their Napa store is under construction. Bill Drane's Mobile, Alabama store held its grand opening the end of April, as did Larry Rose's Salt Lake City unit. Larry also operates units in Ogden, Utah and Fremont, California. In Arizona, a second Tucson store opened the first week of May. Mike Powers and John Andron, owners of the Tucson Franchise, are also planning to open in El Paso, Texas in late 1981 and in Las Cruces, New Mexico in 1982.

RSKT, Inc., operators of the Sunnyvale, California PTT, are opening a second store in Milpitas, California the last of May, and a third in Redwood City, California during the summer. APCOA, Inc., who operate a franchise in Maple Heights, Ohio, are opening another unit in Middleburg Heights the end of May, and two more in Houston, Texas, later this spring and summer. Family Entertainment Centers, Inc. the franchisee in Sun Valley, California is opening a unit in Rockville, Maryland in June.

Tempe, Arizona will have its first PTT in early summer. Principals are Angelo Orphan, who also operates a store in Fresno, and Dan Robertson. FEC, Inc. plans a June opening for their Lake Forest, California store. Michael Ilitch, who operates a PTT in Westland, Michigan, will open another store July 1 in Warren, Michigan and three more in the Detroit area later this year. Food Systems, Inc. will open their Memphis, Tennessee store in July—they are already operating in Raleigh, North Carolina.

Additional locations scheduled to go under construction in the next two months are Seattle, franchised by Frank Jones; Portland, Oregon, franchised by Mike Maginnis; Boulder, Colorado, franchised by Charter Management who also operate in Westminster, Colorado; and Minneapolis, Minnesota, franchised by Royal Development Company.

Missouri will be new territory for Chuck E. Cheese, too. Sam Hamra and Clark Amos signed a Territorial Development Letter of Agreement in April to open six stores in three years. One unit will be in Springfield, two in Kansas City, and three in St. Louis.

First Annual Convention in September

Pizza Time Theatre's first annual convention is scheduled for September 11, 12 and 13 at the Hyatt Del Monte in Monterey, California.

The meeting to be attended by franchise principals and corporate management personnel, will feature guest speakers and include workshop sessions on all aspects of the Pizza Time Program.

John Scott, Executive Vice President of Franchising, and Pat Saign, Director of Marketing, are co-chairmen for the event. More information on the convention will appear in the August issue of the Pizza Times.

Games Demand at New High

In the games industry, video game manufacturers are reaching a high peak in producing "hit" games—so much so that the demand is increasingly becoming greater than the supply. In some instances distributors (hence operators) are being allocated meager weekly/monthly rations against their large orders. This is evident with such popular games as Defender, and the recent runs of Star Castle, Monaco Grand Prix, and Tailgunner II.

It is interesting to note that two previously big manufacturers of pinball games have entered the video field with tremendous strength—Stern Electronics with Berzerk, Scramble, and The End; and Williams Electronics with Defender. Atari continues to be a forerunner with such hits as Asteroids, Missile Command, Battle Zone, the new Asteroids Deluxe and several other games on test such as Red Baron, Alien, War Lords and Centipede. Based on test results, production runs will be established.

Other new games not to be overlooked are Midway's Pac Man and Gorf, Centuri's Phoenix, Taito's Crazy Climber and sit-down Star V, and Gremlin/Sega's sit-down 3-dimensional Space Tactics (currently on test in two Southern California stores), and Gremlin's Astroblaster.

The cost on all of these new high earners is skyrocketing. One is left wondering if manufacturing cost is truly in line with inflation or whether manufacturers, noting the increasing revenues that games are providing the operators, are justifying their price increases accordingly. At any rate, it looks like the video boom has not reached its peak yet. Thanks to our innovative manufacturers, we're going to have a very exciting year ahead of us—one which will, hopefully, increase our own game room appeal and productivity.

Starring the Stores

Promotional Video Tape

The polished and professional promotional videotape we're all so proud of was produced by James Barnes, Entertainment Department, and freelance Director Bill Akerlund. Shot on location at Pizza Time Theatre, San Ramon, the videotape demonstrates Pizza Time's unique family entertainment concept. If you see some familiar faces, it's because all the actors in the videotape are PTT employees and children of employees. The tape captures Pizza Time's wholesome family atmosphere focusing in on the food, games and Cyberamics entertainment plus a behind-the-scenes look at the corporate offices and factory at Sunnyvale. The video is accompanied by a musical score with a narrator.

The videotape was transferred to 16mm film, Super 8 cartridges and VHS videotapes for use by the franchising and operations departments at company headquarters and in the field.

The 16mm film presentation was recently used as part of the pre-stock offering "road show" given to institutional investors across the country after Pizza Time filed its preliminary stock prospectus.

New posters feature the "Pups from Liverpoodle."

Wardrobe Department All Beagled Out

The wardrobe department at company headquarters reports that "wardrobe is going to the dogs." They've spent all month making Beagles who will be performing in 13 stores by the end of June. That adds up to 52 dogs!

The wardrobe wizards have also been working on development of "The King"—the rock 'n' roll lion who sings a la Elvis. In addition, they've been polishing up the finishing details on Harmony Howlette who'll soon be appearing in 17 stores. Coming up next is development of an elephant who does a Minnie Pearl routine. When wardrobe sets their creative minds to this task, the Grand Ole Opry original will pale by comparison!

Kathy Wolf has recently been promoted to Wardrobe Supervisor and Jul Kamen is now Wardrobe Lead. New additions to the department are Karen Quesada, Jacque Lafitte and Denise Gray.

PTT **Kooser Road, San Jose, California** has been on TV lately. NBC News with David Brinkley videotaped a segment there on April 17 for a feature on the popularity of video games. Kooser was also videotaped on March 26 by Channel 5 and 11 in San Francisco. Renovation inside and out begins at Kooser in June. PTT **Hayward, California** was also videotaped for Channel 5, San Francisco on April 17. Hayward reports that a gourmet pizza promotion is currently on test in their store. When a customer orders a deluxe gourmet pizza he is given a Dolli Dimples flag to take to his table. When his pizza is done, an announcement is made over the P.A. system and the Pizza Time Players give a cheer. An employee bearing the gourmet pizza comes out of the kitchen and runs around the dining room until he finds the table with a flag numbered to correspond with the pizza order. This makes ordering a gourmet pizza a special event.

Chuck E., Jasper and Miss Orlando celebrated the opening of the Winter Park store in January.

Mark Furst, Manager of the new **Fort Myers, Florida** store reports that when he was managing the **Orlando, Florida** unit, he, Chuck E. and Jasper were guests on the Glenn Arnette Show on Channel 35. Besides an interview with Mark, the show aired slides of the Winter Park store. PTT **Concord, California** made TV news, too, on Channel 2, San Francisco, on March 26.

More television stars...Sue Shaller, Manager of PTT **San Diego, California** says that ABC News, Channel 10, videotaped a segment there on April 16 which aired on the 11:30 a.m. and the 5 p.m. news April 17th. The store was reviewed for Jack White's book, "The 56 Best Restaurants in San Diego." The **Westland, Michigan** store is so successful they are adding 2500 square feet to the theatre dining room. They are also putting the Beagles into a new lounge area.

PTT **Sun Valley, California** has added a wide screen television to a lounge room where they also show movies and sports features.

Sue Lewis, Promotional Coordinator for **Huntington Beach, California** reports that softball players from **Garden Grove, La Habra, Fullerton,** and **Huntington Beach** are battling each other in the "Pizza Leagues." To date, the La Habra team seems to be the champions but the other stores are clamoring for rematches. These same four stores, and the **Long Beach** store, are sponsoring the California Surfs soccer team's "most valuable player award."

K. C. Bindel, Promotional coordinator for **Arlington, Texas** says their "first Western night ever" held in late April was a big success. Larry Leeders was recently promoted to Manager at the Arlington store. **Simi Valley, California** has expanded into an additional 2500 square feet of theatre/dining space, game area, and ice cream emporium.

PTT **Tucson, Arizona** is sponsoring seven Little League Teams, and Chuck E. appeared at all the season's opening games. The **#2 Tucson** unit, which opened May 4, will host a special night for Multiple Sclerosis on May 17th. The **Raleigh, North Carolina** store was visited by "Barney" from the "Barney Show," a syndicated children's television program. Chuck E. Cheese appeared on the Barney Show the last week of April.

Store Coordinators Boost Promotions

Promotional Coordinators who began in all corporate stores in January have proven to be a big asset to the management staff. Their efforts during January's group month and the other first quarter promotions were a definite reason for first quarter sales rising 32% from 1980s first quarter.

The "Chuck E. Cheese Family Birthday Special" promotion in February brought record crowds into Pizza Time Theatres as all stores had notable weeks during that month.

The "Out to Munch" luncheon promotion, just ended May 1, increased lunchtime traffic in March and April with offers of a mini pizza or sandwich and drink for $2.49, or a salad and drink for $.99. The promotion, which was supported by direct mail postcards to businesses, and radio spots, saw salad counts double and luncheon specials increase over 500%.

The current "Spring into Summer" T-shirt promotion offers a free T-shirt with the purchase of a large pizza to recipients of coupons distributed in stores during April, or direct mail postcards sent out in mid-May. Five thousand coupons were given out in each store and 15,000 cards were mailed to homes in each store's area.

For the first time, television will be used to support a promotion. In July, Chuck E. Cheese baseball hats will be advertised as premiums with the purchase of a large pizza.

Watch for further details of the Pizza Time Theatre - Muscular Dystrophy Game Tournament to be held in August. The two-week event will conclude with Chuck E. Cheese presenting a check on Jerry Lewis' Labor Day Telethons broadcast in each area.

Harmony Howlette and her "Wild West Show" bring Country Western to Pizza Time.

On Stage and Off

Upcoming from the Entertainment Department is the all new "Harmony Howlette Wild West Show." The newly animated skits feature the coy coyote who "sends every little doggie heart jumpin' for joy." And Jasper, of course, falls in love.

The skits are upbeat country style and the overall production is very polished, especially in the growing theatrical sophistication of the lighting effects and beautiful new sets. There's some original music in the new show, and the balance of the songs come from familiar sources such as "The Sons of the Pioneers." The emphasis on well known western and folk songs should make this show popular with non-Country Western fans as well as the real devotees.

New Beagles

The new pups from Liverpoodle are up to some old tricks—turning heads and stopping traffic wherever they are installed. They have twice as many controlled functions as the first Beagles, giving them a much wider range of actions. The characterizations are so good that they fascinate Pizza Time Theatre goers even when they aren't singing. Each Beagle is a recognizable character and everyone knows who's who. That's a real credit to the designers. The Cosmetics Department gets a hand for the Beagles fine, finishing details. Animators Mike Hatcher and James Barnes take the kudos for getting the band rehearsed, ready and rolling.

New Addition

A new addition to the Entertainment Department is Randy Nelson. Randy is a trained artist with experience in theatre, both in designing sets and performing as a vaudevillian. He balances his artistic endeavors with experience gained as a computer professional working with large scale IBM mainframes. With his unique combination of skills, Randy fits into the show biz department perfectly.

THE PIZZA TIMES - MAY 1981

(Volume 1, Issue 1)

Date of Origin: 1981
Archived: 7-9-12
Submission by Kathy H.
Version 1.0

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